

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 10220 061010Z
ACTION EA-12

INFO OCT-01 ISO-00 OES-07 NASA-02 CIAE-00 DODE-00
INR-10 NSAE-00 PA-02 ICA-20 SP-02 PM-05 ACDA-12
/073 W

-----082690 061325Z /41

R 060952Z JUN 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 8531

UNCLAS TOKYO 10220

DEPT PASS TO NASA HQ WASHDC (ALEX P. NAGY)

E.O. 11652: N/A
TAGS: TSPA, JA
SUBJECT: SPACE SCIENCE EXPOSITION TOKYO

1. SPACE SCIENCE EXHIBITION PROMOTERS HAVE PLANNED A NATIONWIDE ADVERTISING CAMPAIGN INCLUDING: ISSUANCE OF COMMEMORATIVE RAILWAY TICKETS; PAINTING THE EXHIBITION SYMBOL ON JAPANESE COMMERCIAL AIRCRAFT; DISPLAYING LARGE NUMBERS OF POSTERS IN HIGHLY VISIBLE LOCATIONS; TV COMMERCIALS; AND DISTRIBUTING STICKERS AND FLYERS. IN MID-APRIL FULL PAGE ADS APPEARED IN MAJOR JAPANESE PAPERS WITH AN ENGLISH VERSION (COPY BEING POUCHED) IN THE JAPAN TIMES. PAPERS HAVE SINCE REPORTED ON THE UNLOADING OF THE SATURN 1-B BUT THE EXHIBITION HAS RECEIVED LITTLE OTHER ATTENTION. POSTERS AND OTHER SIGNS OF ACTIVITY HAVE BEEN INCREASING. THERE IS NOW A TV COMMERCIAL SHOWING A SATURN LAUNCH. ARRIVAL OF THE MOON ROCK IN JAPAN ONE MONTH BEFORE THE OPENING OF THE EXHIBITION CAN BE TAKEN AS THE EVENT THAT WILL KICK-OFF THE REAL ADVERTISING BLITZ. THE ADVERTISING CAMPAIGN CAN BE EXPECTED TO BE INTENSIVE AND SUCCESSFUL.

2. EXHIBITION PROMOTERS HAVE BEEN TRYING TO GET SPECIAL
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IMPORT QUOTA FOR BEEF. EMBASSY HAS SENT LETTERS IN SUPPORT OF THIS REQUEST TO GOJ INTENTIONALLY USING THE SAME FORMAT AND CHANNELS AS ARE USED FOR SIMILAR REQUESTS ON BEHALF OF DEPARTMENT STORES, ETC. AMERICAN CHAMBER OF COMMERCE IN JAPAN HAS RECENTLY AGREED TO AID PROMOTERS. IT WILL BEGIN HELPING BY ARRANGING FOR MACDONALDS, KENTUCKY FRIED CHICKEN, AND A DONUT CHAIN

TO SET-UP SHOP AND SELL THEIR WARES AT THE SITE.
MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PUBLICITY CAMPAIGNS, SPACE PROGRAMS
Control Number: n/a
Copy: SINGLE
Draft Date: 06 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO10220
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780236-0127
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780689/aaaacysr.tel
Line Count: 64
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 36585e90-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2464122
Secure: OPEN
Status: NATIVE
Subject: SPACE SCIENCE EXPOSITION TOKYO
TAGS: TSPA, SOPN, JA
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/36585e90-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
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